

# Recycling Enhancements are Coming!

The City is transitioning from small bins to larger carts to allow for the collection of a greater number and a larger volume of recyclable materials. The wheels will make it easier to roll to the curb, and the lid will prevent litter. In addition, a new incentive program has been adopted that will reward residents with discounts and free merchandise for participating in the City recycling program. Recyclables will now be collected every other week (EOW), instead of weekly.

## **When will the new program start?**

The start date has not been finalized, however the Office of Environmental Quality is hopeful all contracts will be in place and the carts can begin to arrive at the doorstep of City residents starting in September/October. The roll-out will happen in four phases. All residents should have their carts delivered by the end of January/February.

## **Who is eligible to receive the new carts and to participate in the incentive program?**

All single family homes; 1- 4 multifamily structures in the city limits; mixed use buildings (a business on one floor and apartments above); and any residences or small businesses that have City of Cincinnati curbside trash service are eligible. NOTE: Anyone currently utilizing a dumpster for trash removal is considered a “large business”, and will not be eligible for free recycling service. Currently this size business is required to contract with a private recycling company for a small fee.

## **When will I get my cart?**

There will be four phases to the cart delivery. Approximately 26,000 carts will be delivered each month. As each phase is completed, recycling collection will change from weekly to every other week in that area. Areas of the City that have not yet received a cart will remain on weekly collection. It will take approximately four months for everyone to receive their carts.

## **What day will my recyclables be collected?**

Information about recycling collection dates will be posted on the City website. In addition, maps and calendars will be distributed to all residents when the new recycling cart is delivered. Changing to every other week collection will save the City approximately \$700,000 a year.

## **What size cart will I get?**

One and two person households will receive a 64-gallon cart; all others will receive a 96-gallon cart. (Note: a very small number of households that cannot be accessed easily by a recycling truck due to a narrow street (less than 1%) will receive a smaller bin.

## **Why can't I request the cart size I want?**

It is not feasible to take 100,000 special orders and deliver them efficiently. The cost far outweighs the benefit. There is no perfect way to determine addresses with 1-2 person

occupancy, so the best data available is square footage of the building. We will assume buildings with less than 1000 square feet are 1-2 person households. Those households will receive a 64-gallon cart. Structures larger than 1000 square feet are assumed to have more occupants. Those households will receive a 96-gallon cart. There may be exceptions, though residents are strongly encouraged to use the cart delivered for 60 days. If after that point the resident determines the cart is too large or too small, the residents can call 591-6000 to request the City provide a different sized cart. Any eligible resident that doesn't receive a cart may call 591-6000 to request one.

### **I like my bin. Can I keep it?**

Maybe. You need to use a cart to participate in the incentive program. The carts will be equipped with Radio Frequency Identification (RFID) tags. This tag, similar to the scanning equipment at the supermarket, will allow the incentive program to reward points based on how often and how much you recycle. If you wish to keep your bin for overflow or to collect materials in your house, put a sign on the bin when the program is being "rolled out" in your zone and it will be left behind. If you don't want the bin, leave it at the curb and it will be picked up. Usable bins will be reassigned as needed. Damaged and broken bins will be recycled.

### **How will residents find out what is happening?**

One month before an area is to receive carts all residents will receive an informational letter from Mayor, Mark Mallory. Two weeks prior to cart service beginning each resident will receive an activation packet to sign up to the Recyclebank incentive program. There will also be a "mail box" hook in the lid of the bin that will be used to deliver a map and calendar detailing when recyclables will be picked at your location.

### **What type of rewards can we expect?**

There will be hundreds of local, regional, and national retailers participating in the program. Local businesses that want to participate in the program (offer discounts or coupons) can sign up for free. Residents who recycle on a regular basis can expect to earn about \$300 a year in discounts and coupons.

### **What difference will it make?**

In 2009 City of Cincinnati residents landfilled 94,000 tons and recycled 13,000 tons of material. For every 10,000 tons we landfill 2 jobs are created. For every 10,000 tons recycled about 35 jobs are created. The enhanced program is projected to divert an additional 13,000 tons away from the landfill. By 2011 the City of Cincinnati is expected to landfill 81,000 tons and recycle 26,000 tons. This program will allow the City to save money on avoided landfill fees and waste collection, create jobs, reduce pollution, save natural resources, and save landfill space.

### **For further information contact:**

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